

PRICES CUT

\$74,800⁰⁰ STOCK REDUCTION...

BRAND NEW EMERSON

4-Speed Portable PHONO

- Plays all sizes
- Plays all speeds
- Tone control
- Handsome 2-tone case

\$59.95 VALUE

\$34⁹³

Model 1039

WHILE THEY LAST!



Brand New ZENITH 19"

PORTABLE TV

With Free ROLL AROUND CART

\$148⁹³

Model 2004

ALSO MANY OTHER TERRIFIC BUYS!!



Brand New 1964 Model RCA VICTOR

Lightweight PORTABLE TV

Reliable Space Age Sealed Circuitry

Now Only **\$138⁸⁸**

Model 64A-02

ALSO AVAILABLE WITH U.H.F. ...



BRAND NEW 1964 MODEL RCA VICTOR 21"

COLOR TV

With Nu-Vista Tuner

ONLY **\$458⁸⁸**

Model 14F61

EASY TERMS — LIBERAL TRADES



thank you

BECAUSE OF INCREASED DEMAND, SONY'S EXPANDED PRODUCTION FACILITIES PERMIT

NEW LOW PRICE of \$189⁹⁵ on MICRO-TV!



PRE-RECORDED

4 TRACK

STEREO TAPE

30% OFF

(This Week Only)

ALL MAJOR BRANDS • RCA VICTOR — COLUMBIA LONDON — CAPITOL — DECCA (Plus Many More)

ALL APPROVED CREDIT CARDS ACCEPTED
OPEN: ALL DAY SUNDAY 10 a.m. to 5 p.m.

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ZENITH

HANDCRAFTED COLOR TV
makes the big performance difference!

EXTRA PERFORMANCE FEATURE ... ONLY IN ZENITH COLOR

EXTRA PERFORMANCE FEATURE ... ONLY IN ZENITH COLOR

1964

SPECIAL

ONLY \$449⁹⁵

The RUTHERFORD Model 5006Y
Beautiful console-ette ensemble. Big 265 sq. in. rectangular picture screen.

Patented COLOR DEMODULATOR CIRCUITRY special Zenith circuitry develops most accurate hues in color TV. It's the "electronic brain" of color TV.



ZENITH

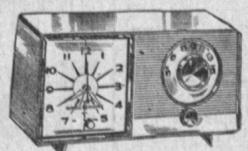


The Discoverer • Model L1615 • From Zenith's all new Super Slim Series, here's a fine-performing, lightweight 16" portable that can be carried with ease from bedroom to living room to patio.

\$138⁴⁴

EASY TERMS

GENERAL ELECTRIC



CLOCK RADIO

CLOSEOUT SPECIAL **12⁸⁷**

PLUS MANY OTHER CLOCK RADIO SPECIALS



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